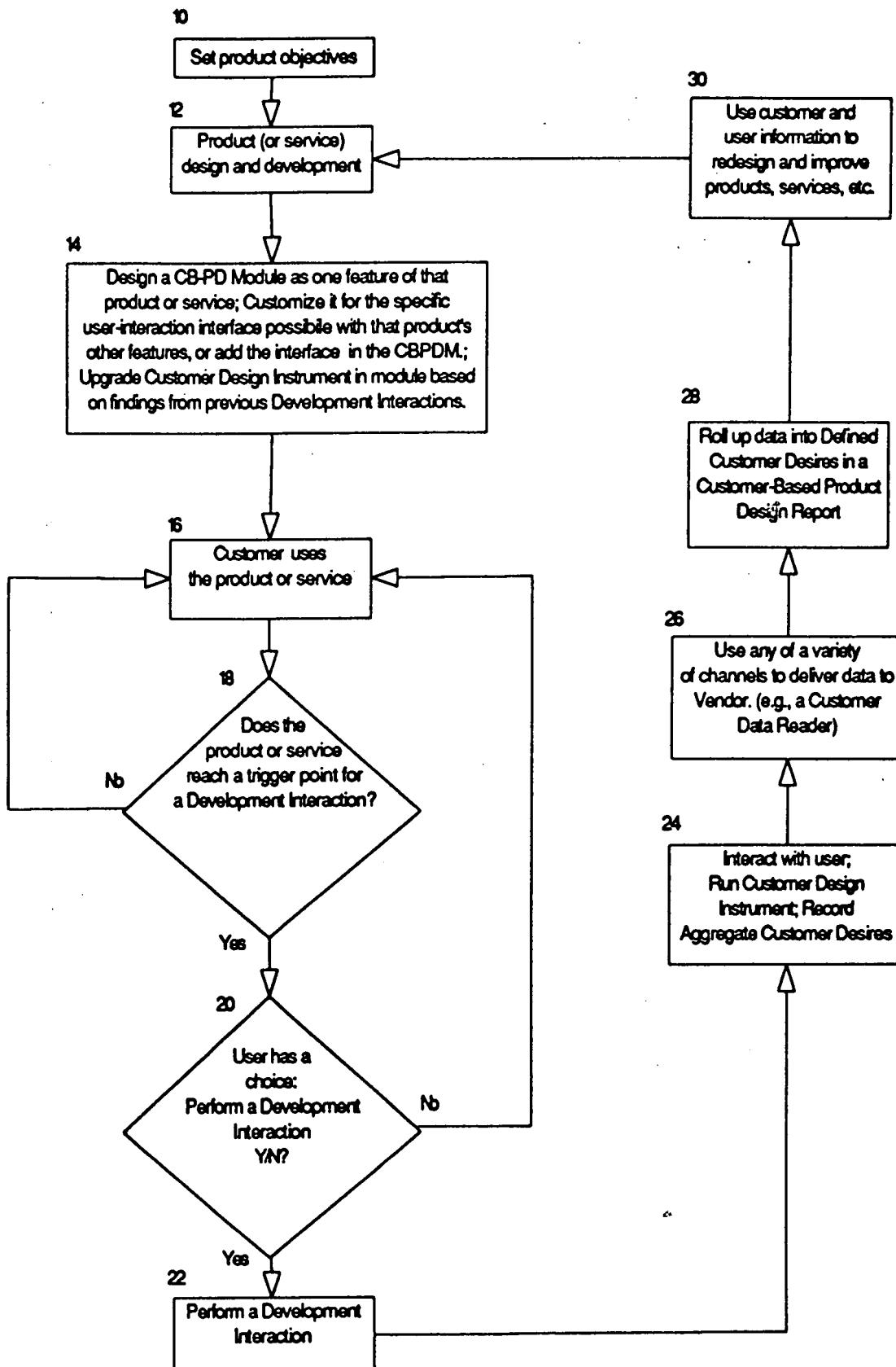


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Figure 1: The Customer Design System (CDS)



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Figure 2: Customer-Based Product Design Module (CB-PDM)

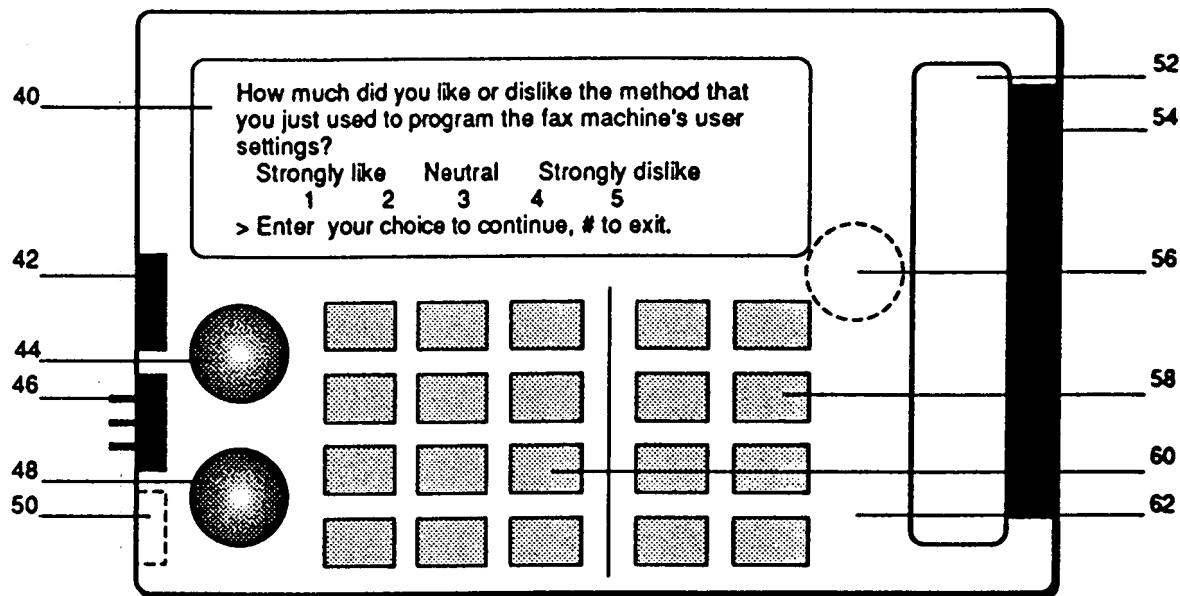


Figure 3: Customer Directed Product (CDP)

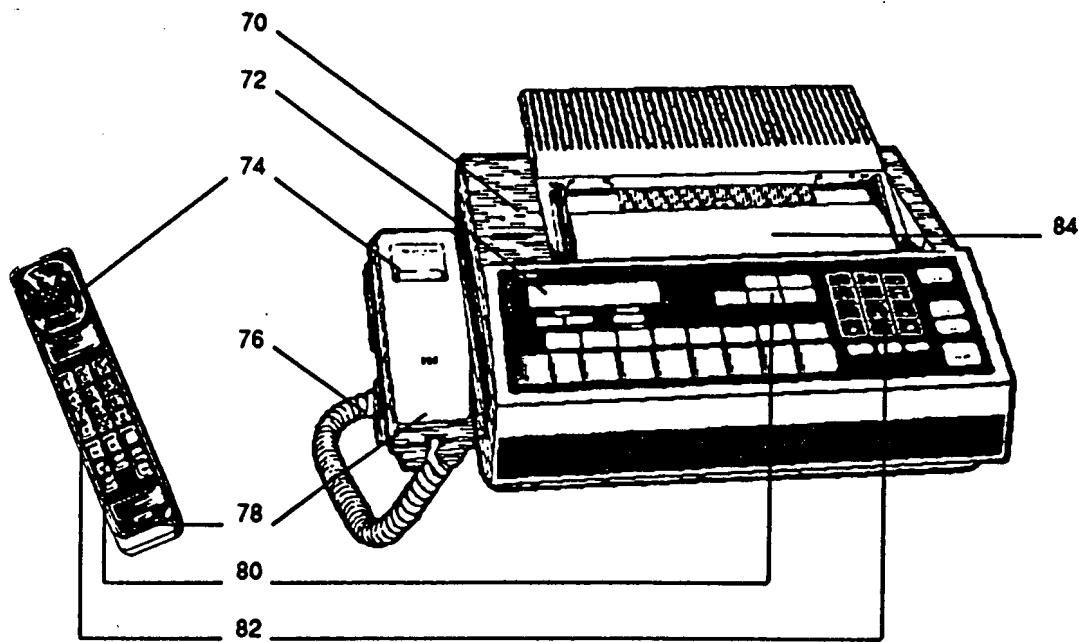


Figure 4: Customer Data Reader/Programmer (CDRP) 243638

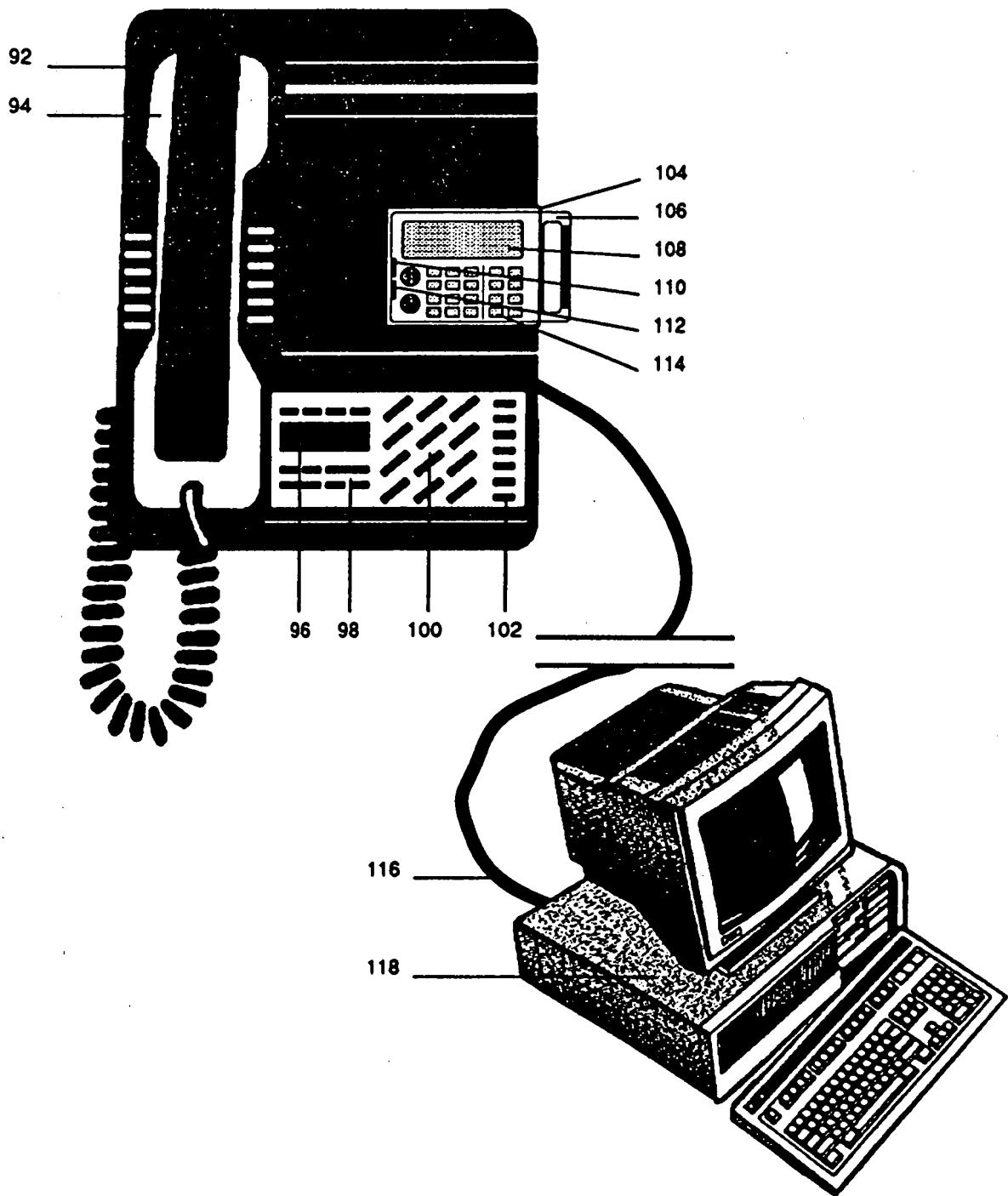


Figure 5: Transmitting ACD data to Vendor directly from a CB-PD Module

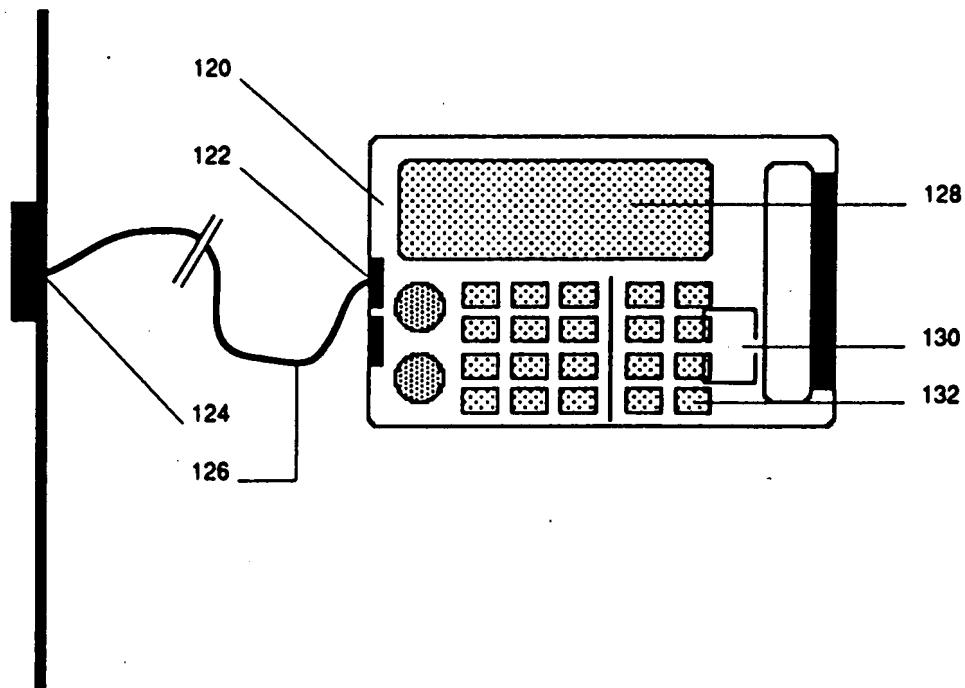
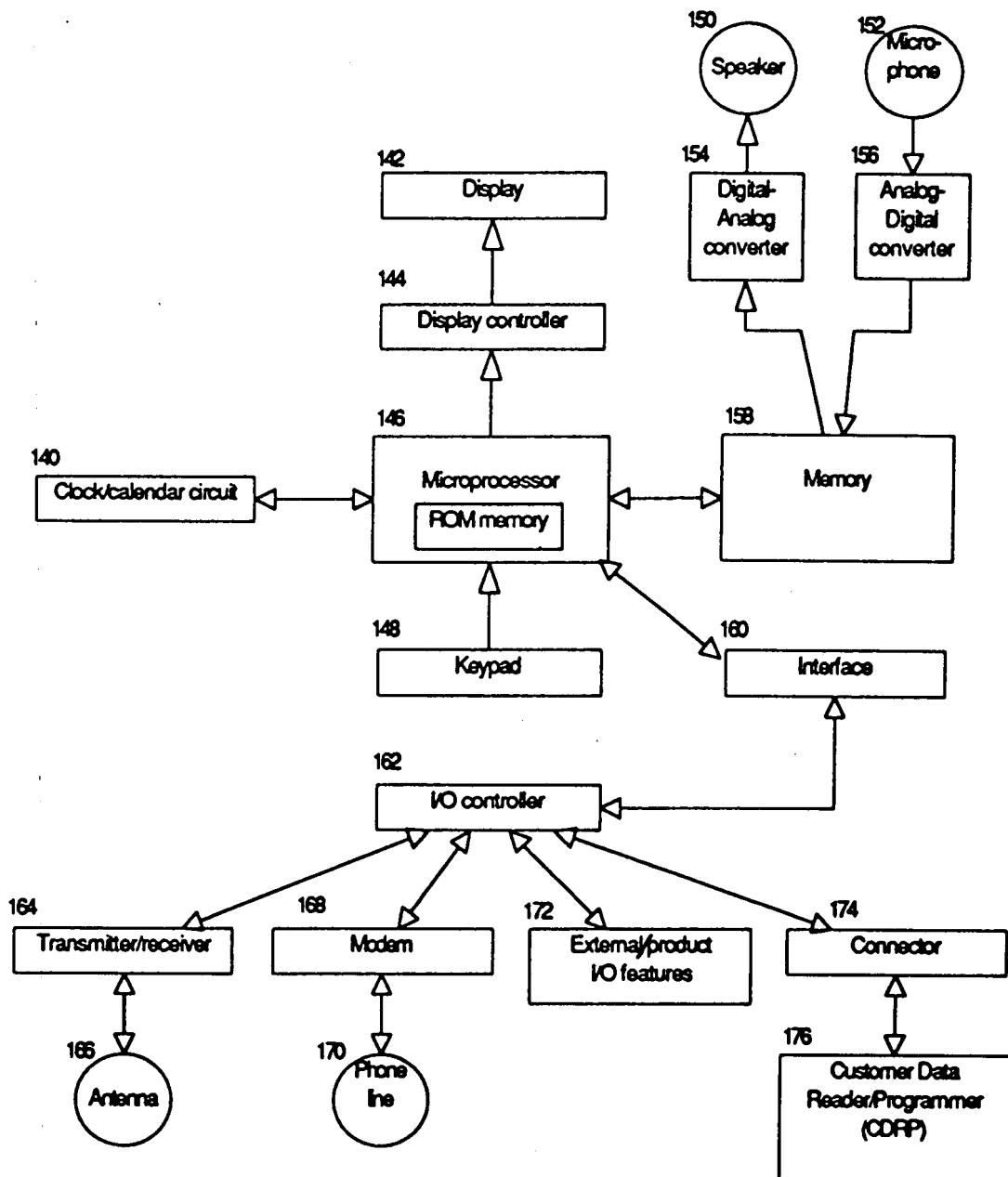


Figure 6: Block diagram of CB-PD Module



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Figure 7: Block diagram of Customer Directed Product (CDP)

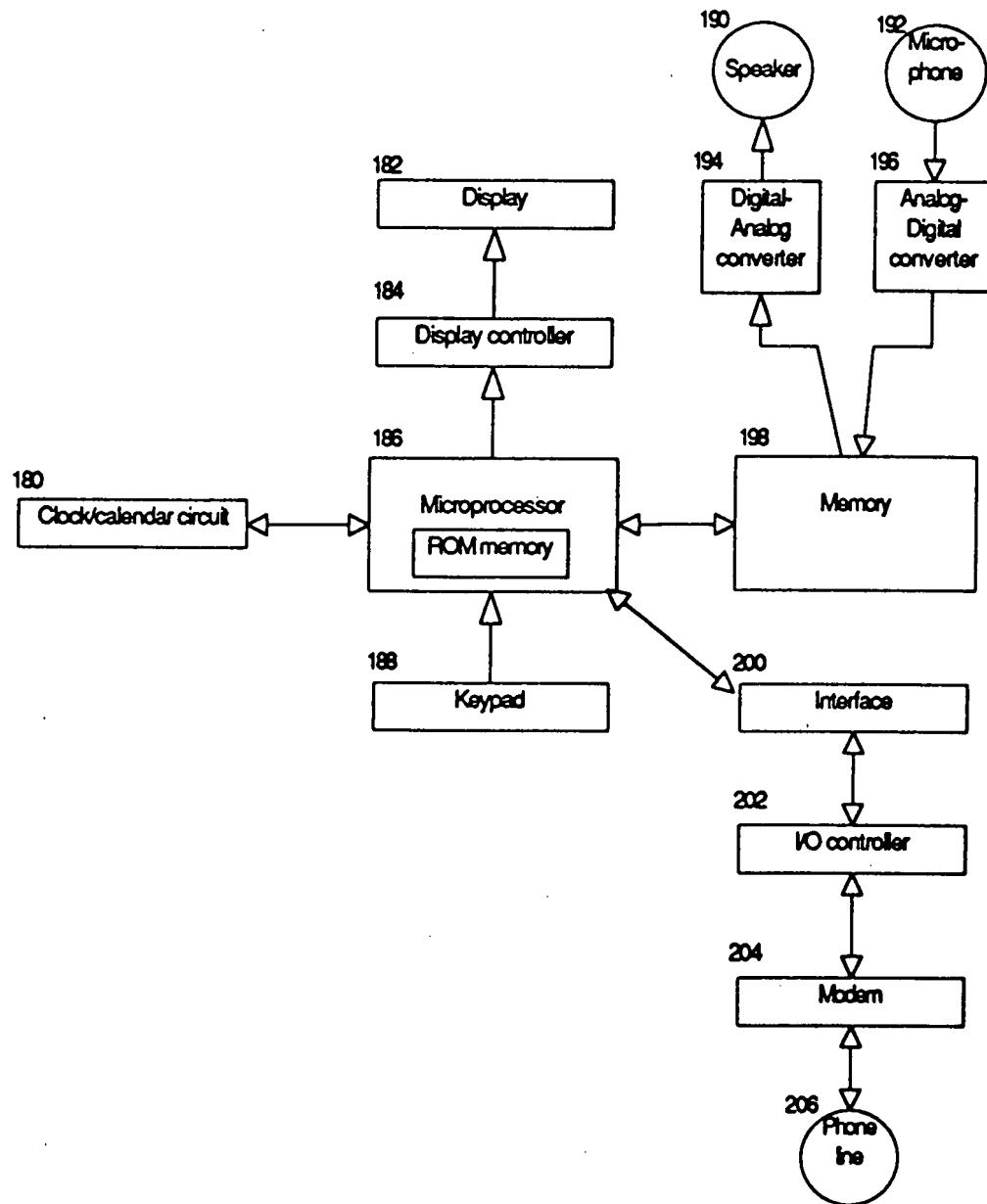


Figure 8: Instrument Design Repository (IDR)

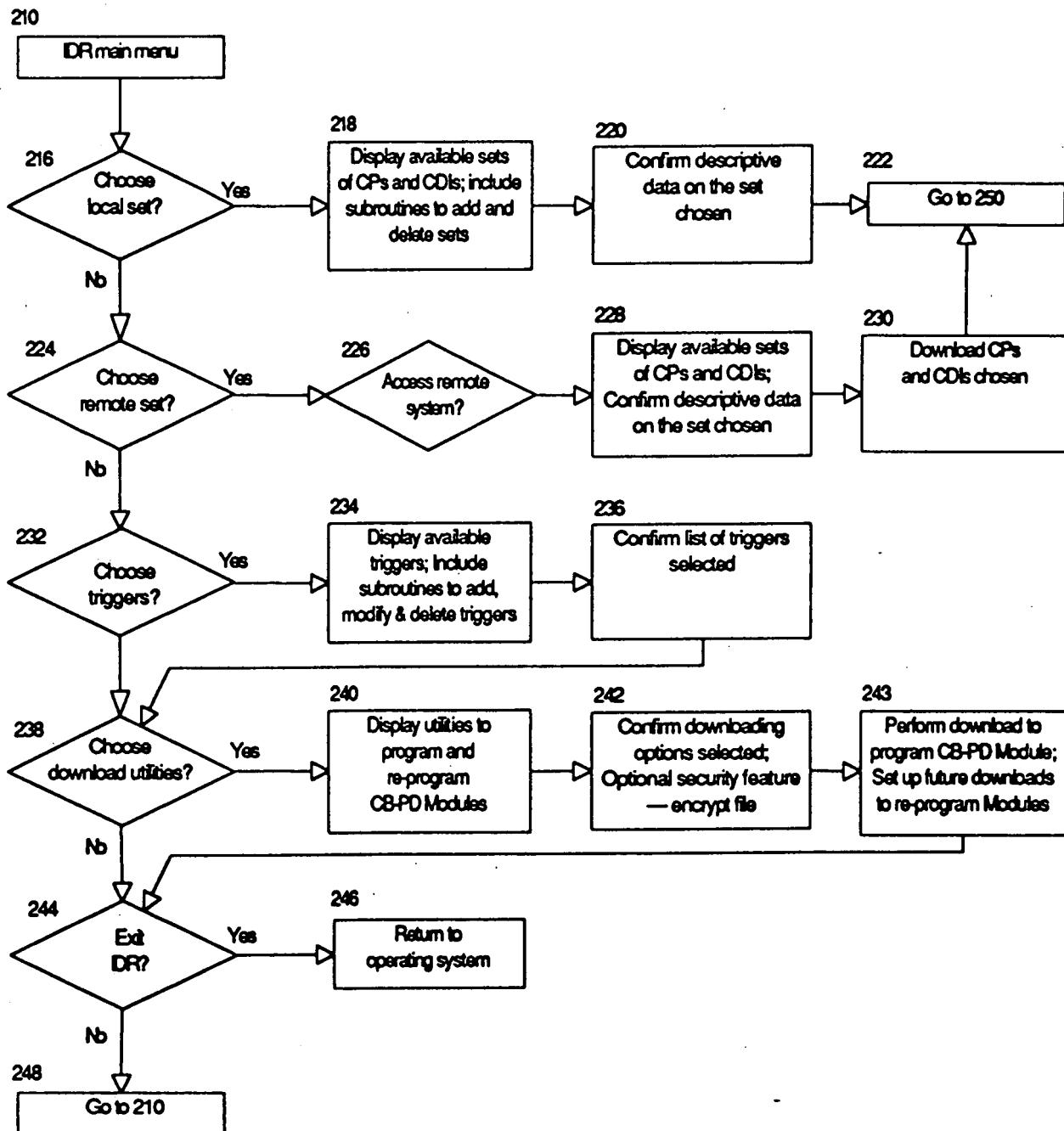


Figure 9: Instrument Design Repository (IDR)

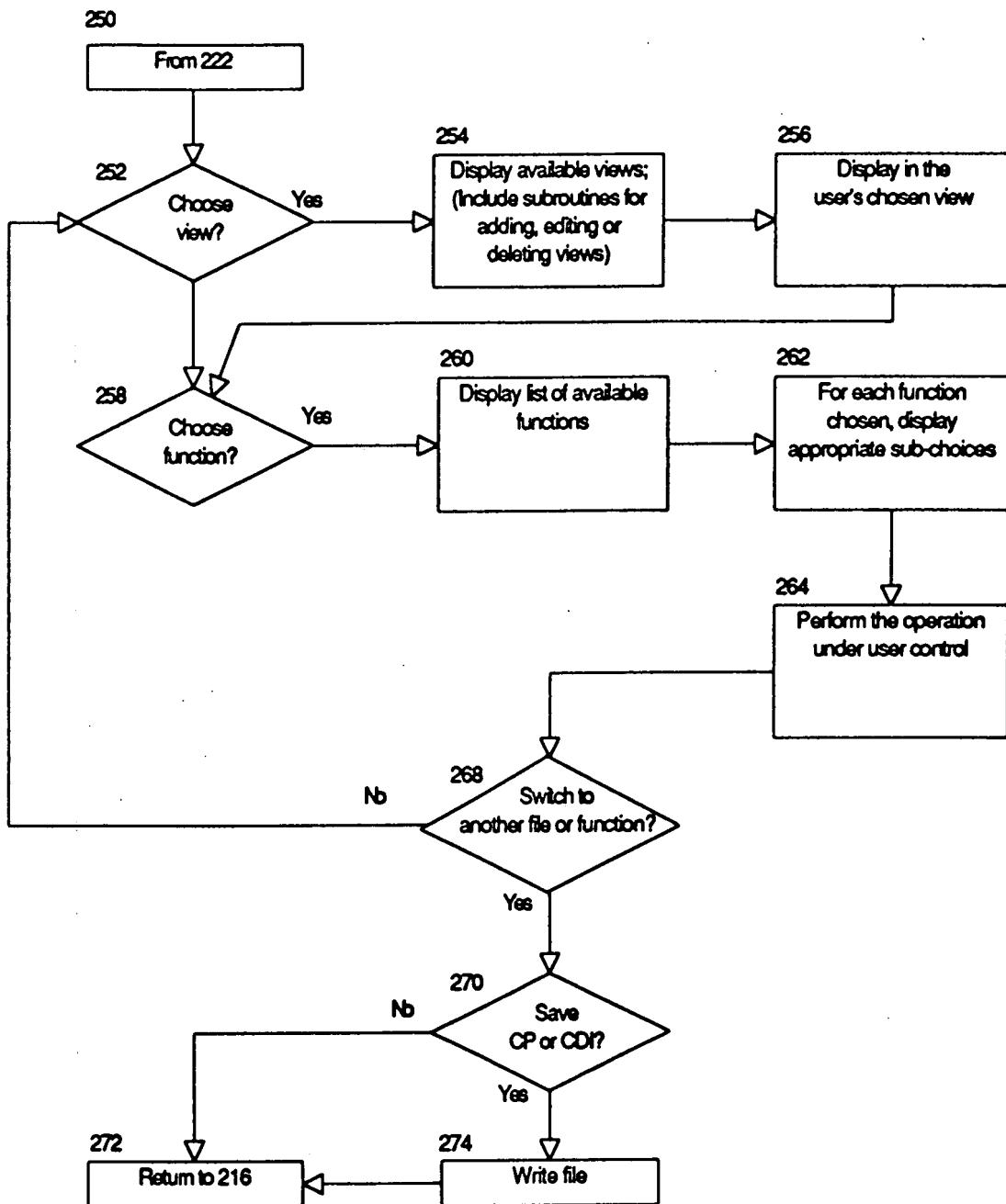


Figure 10: Development Interactions (DI)

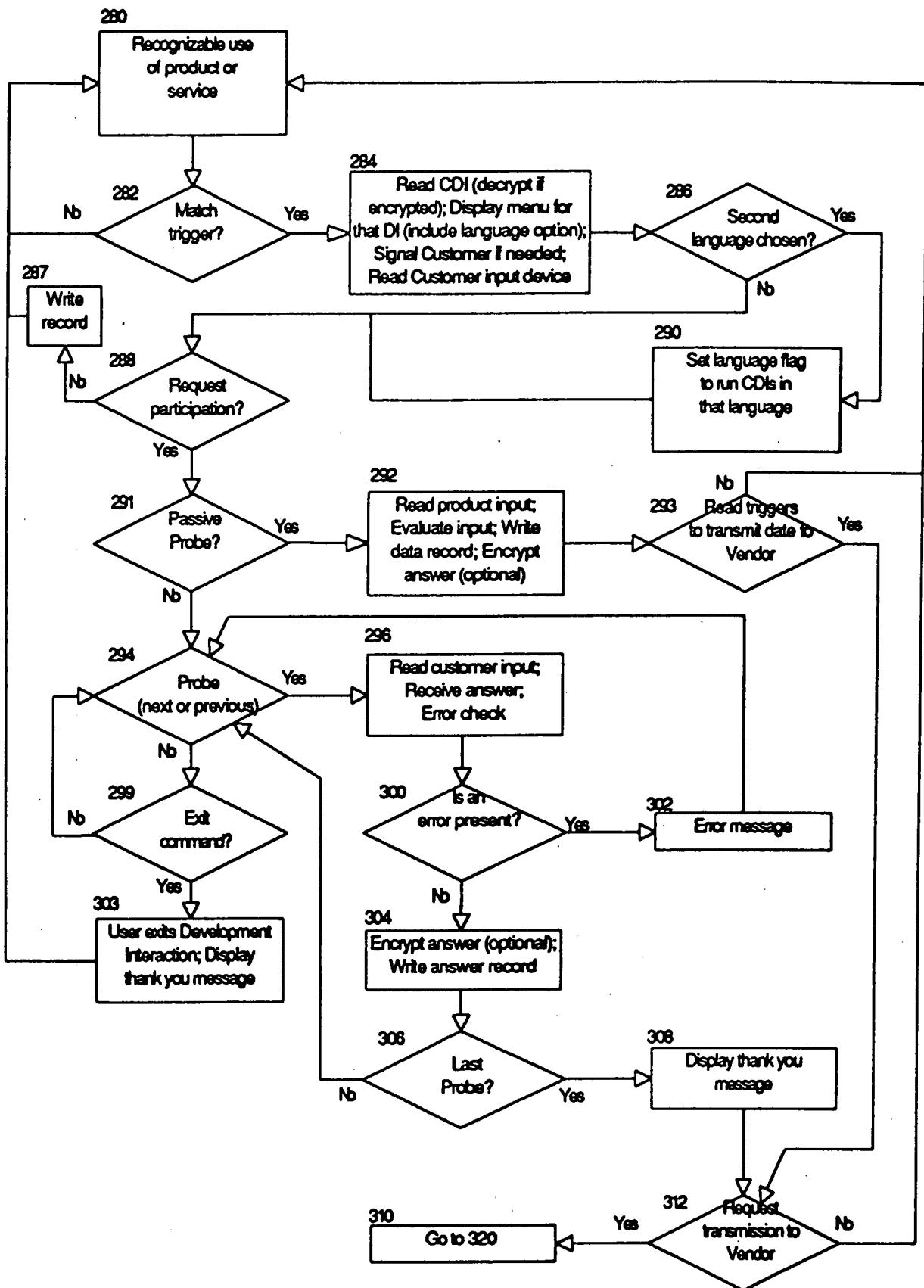


Figure 11: Transmission with Optional Security Procedures 10/243638

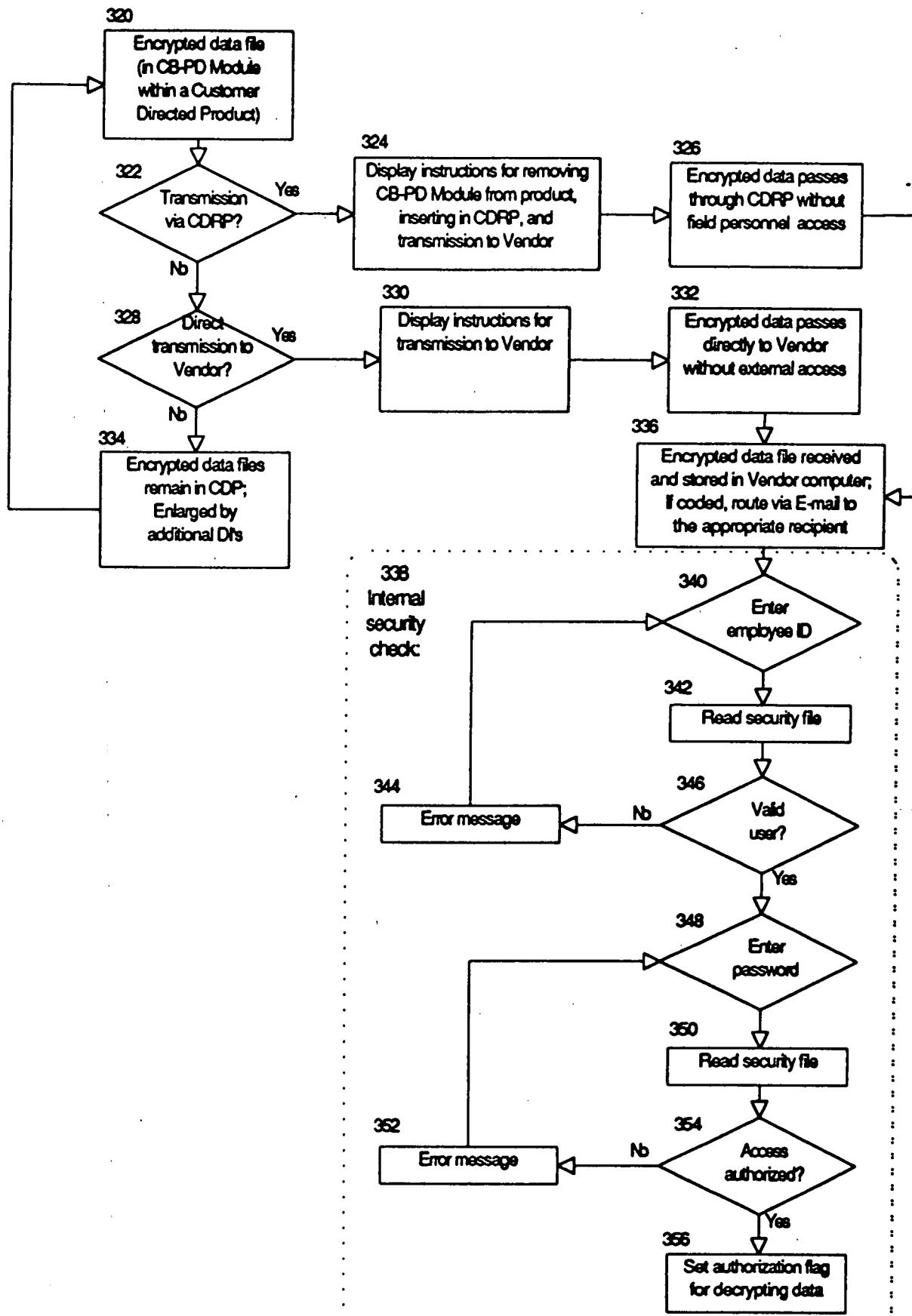


Figure 12: Growth of Aggregate Customer Desires (ACD) Database

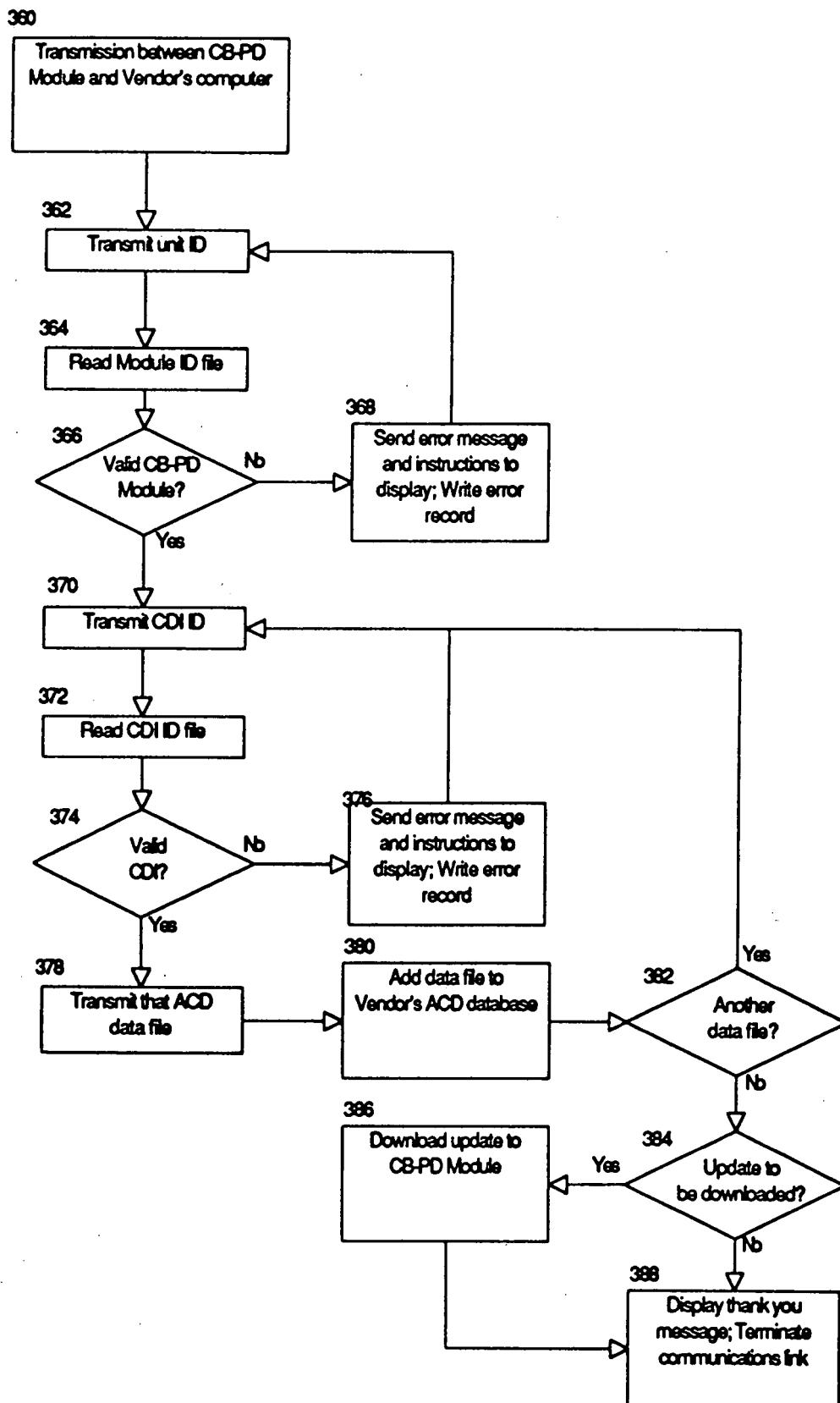


Figure 13: Customer-Based Product Design Report (CB-PDR)

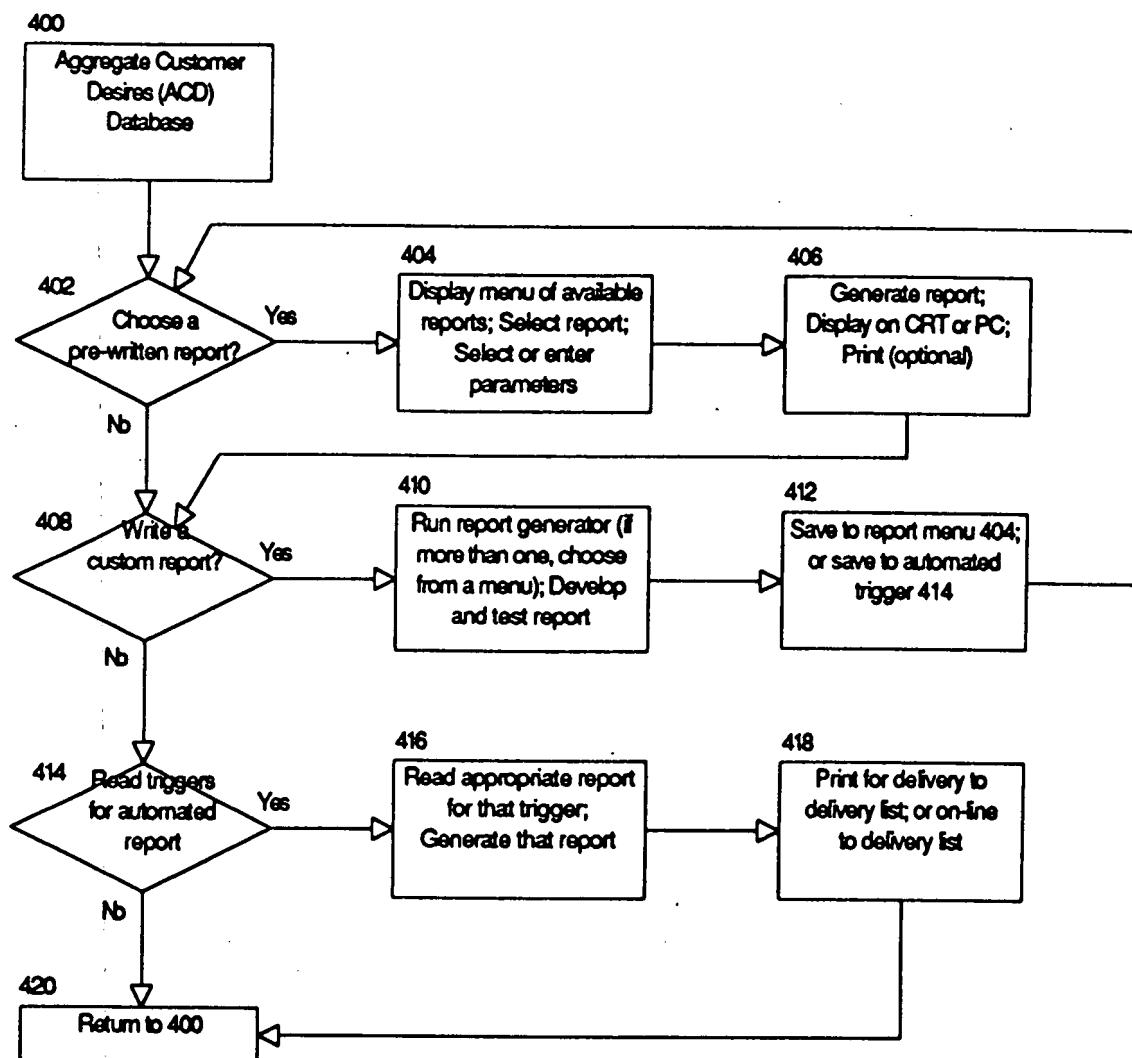
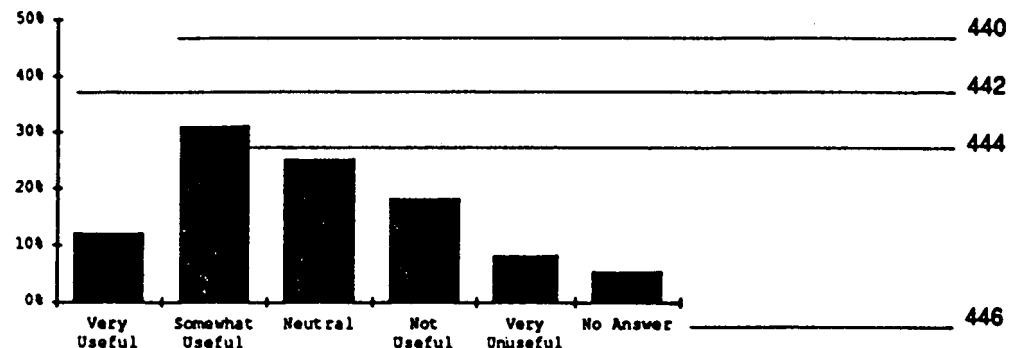


Figure 14: Recommended reporting format for Customer-Based Product Design Reports (CB-PDR)

Probe #12: Function to calculate Net Present Value _____ 430

How useful did you find this method of performing this type _____ 432
of calculation? _____ 434

Very Useful	12%	423	430
Somewhat Useful	31%	1,086	432
Neutral	25%	884	434
Not Useful	18%	642	436
Very Unuseful	8%	287	438
No Answer	5%	191	440



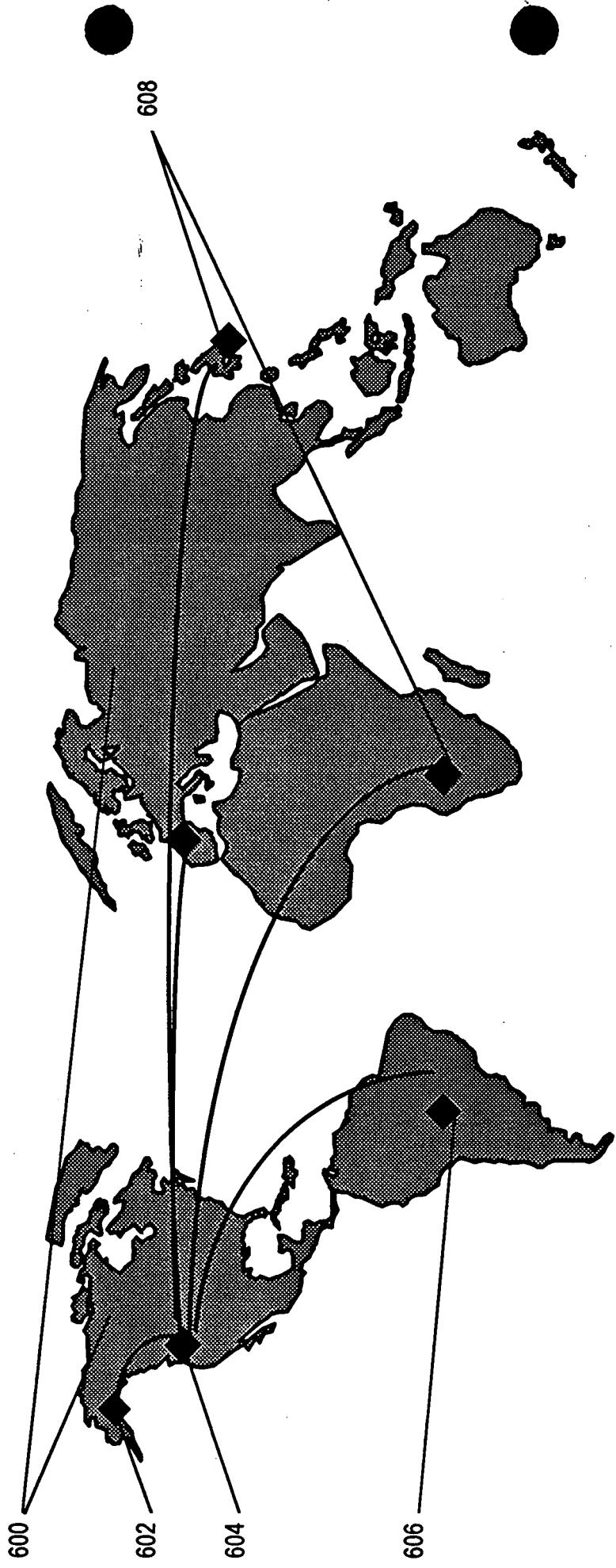
Customer comments: _____ 448

Please explain how this calculation method helped or hindered _____ 450
your work:

- 1 Gives a good understanding of the interaction between _____ 452
different financial measures
- 1 I could experiment with the variables
- 2 This is easy to understand
- 2 Gave me a better understanding of the numbers
- 2 It focused on the key elements so I could think about the
sensitivity points
- 3 Somehow the method and my numbers were not related. Although
I spent time on it, it didn't help my decision.
- 3 Too easy to miss the big picture because of data overload.
Too many numbers to manipulate.
- 4 There seemed to be more than was necessary.
- 4 Should be more instructive.
- 5 Help!

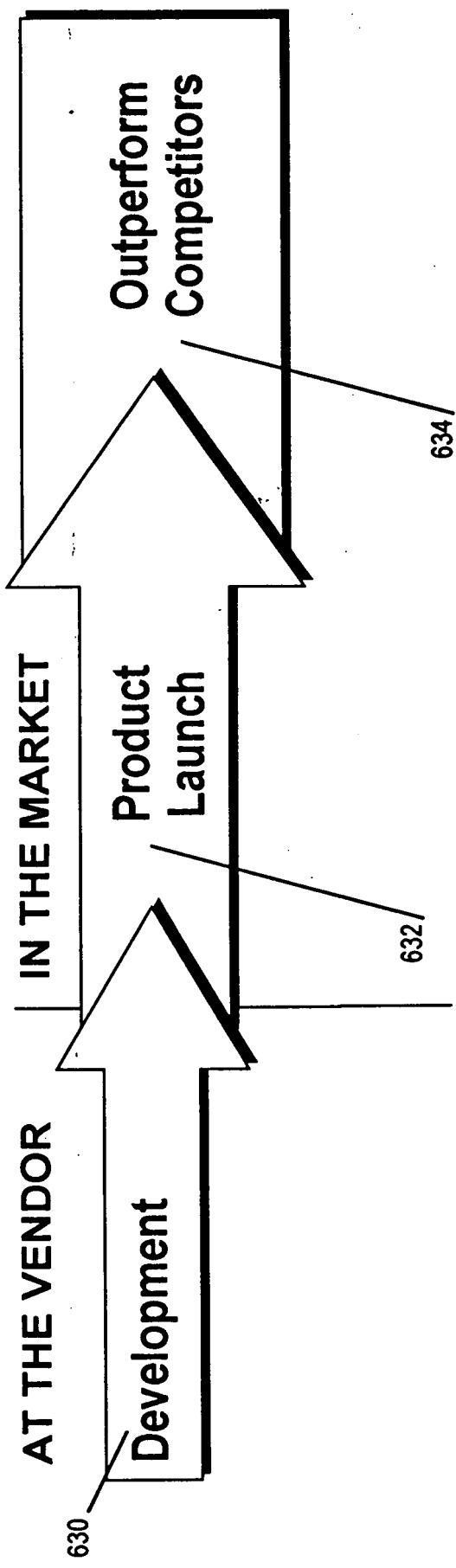
No Answer Can see consequences of different assumptions _____ 454
No Answer Helped understanding but took too many tries

Figure 15



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Figure 16



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Figure 17

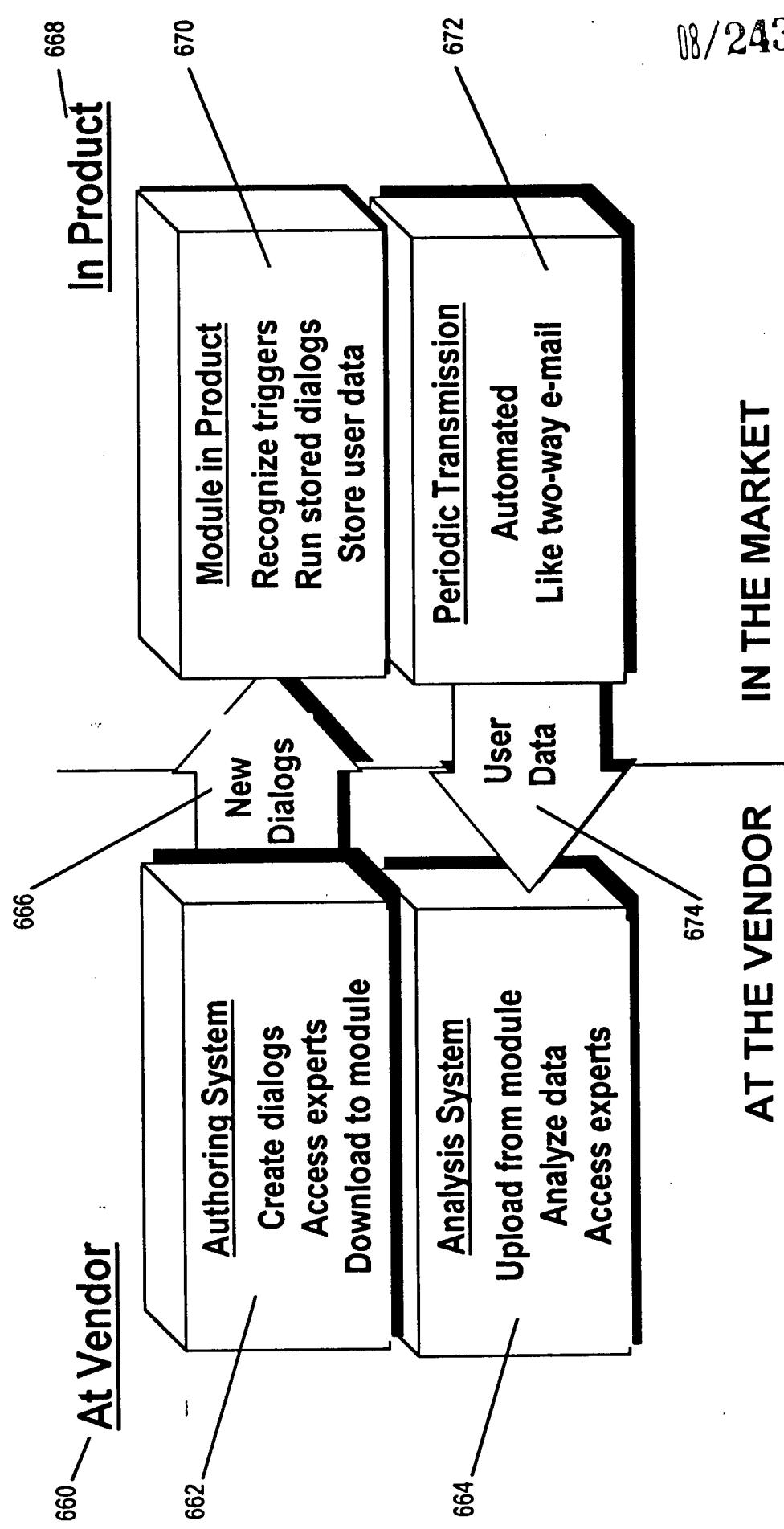


Figure 18

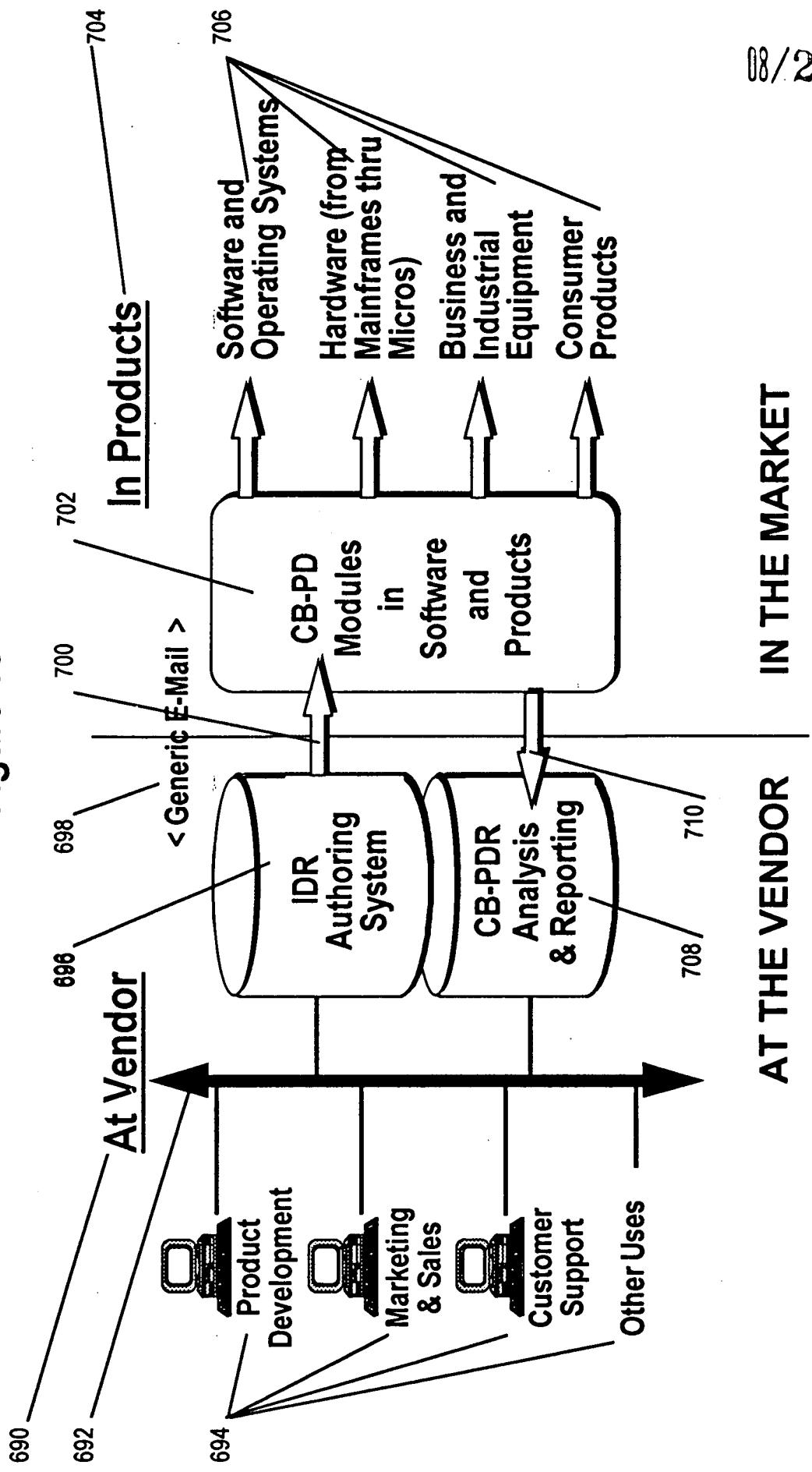


Figure 19
Open Communications and Transactions

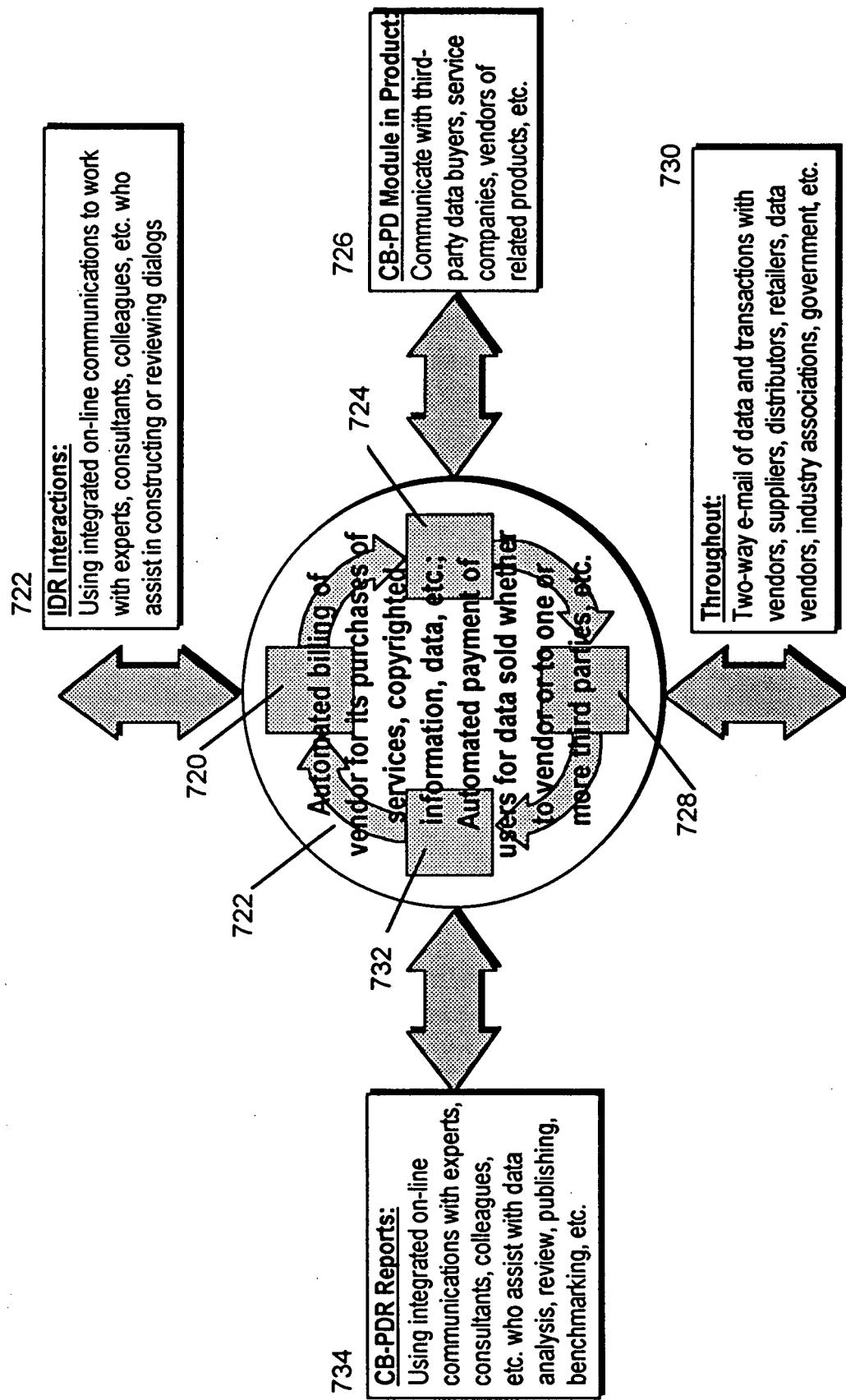


Figure 20

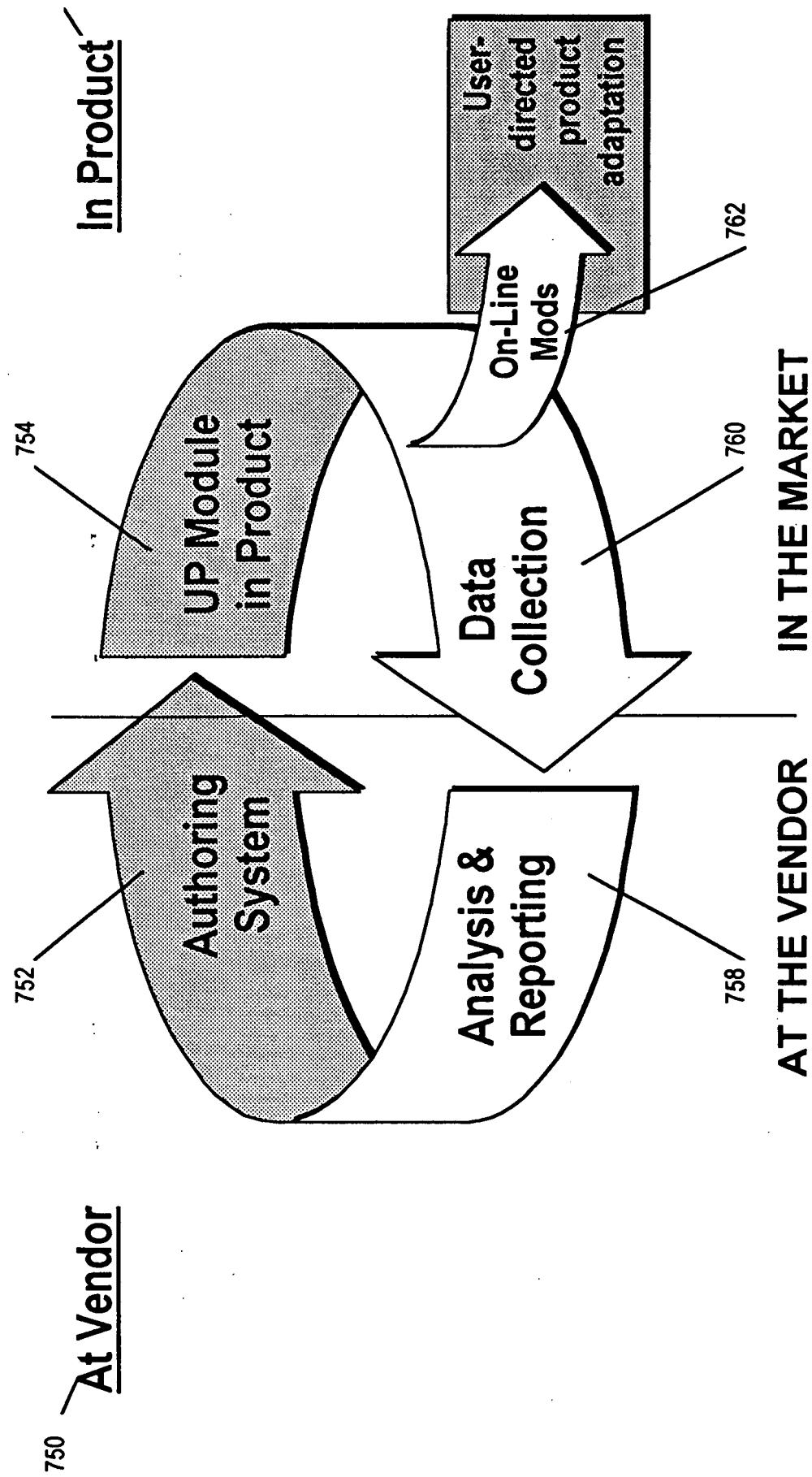
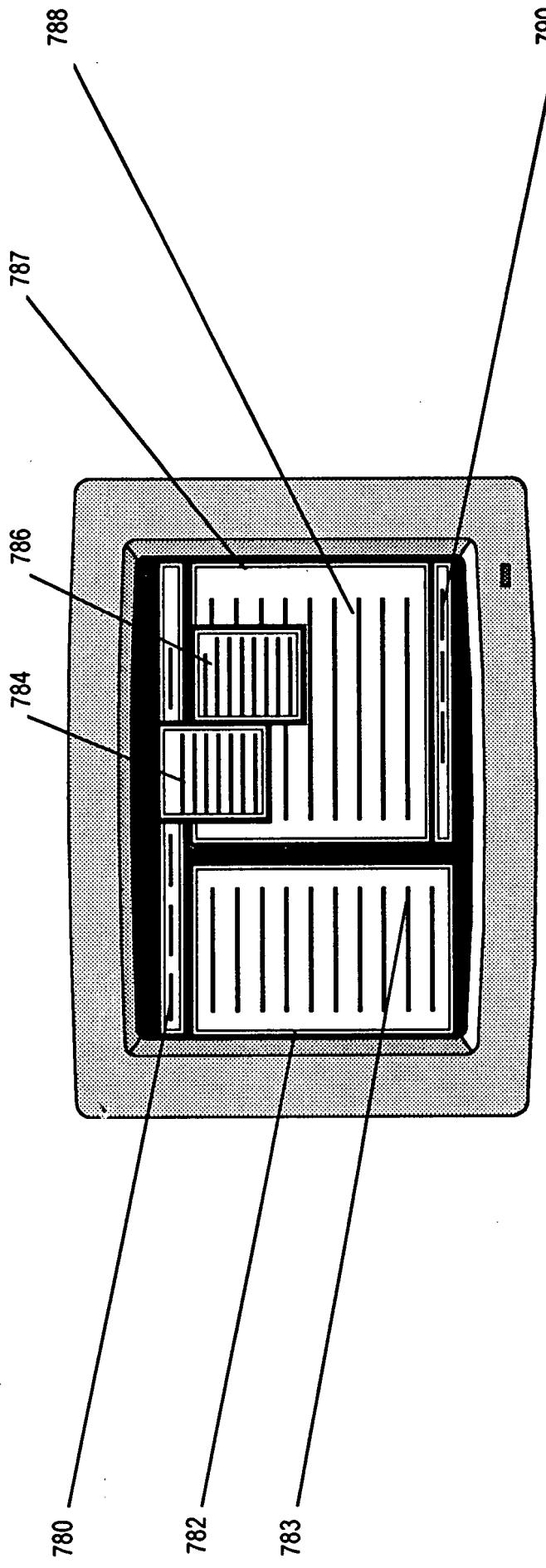


Figure 21



AT THE VENDOR

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Figure 22

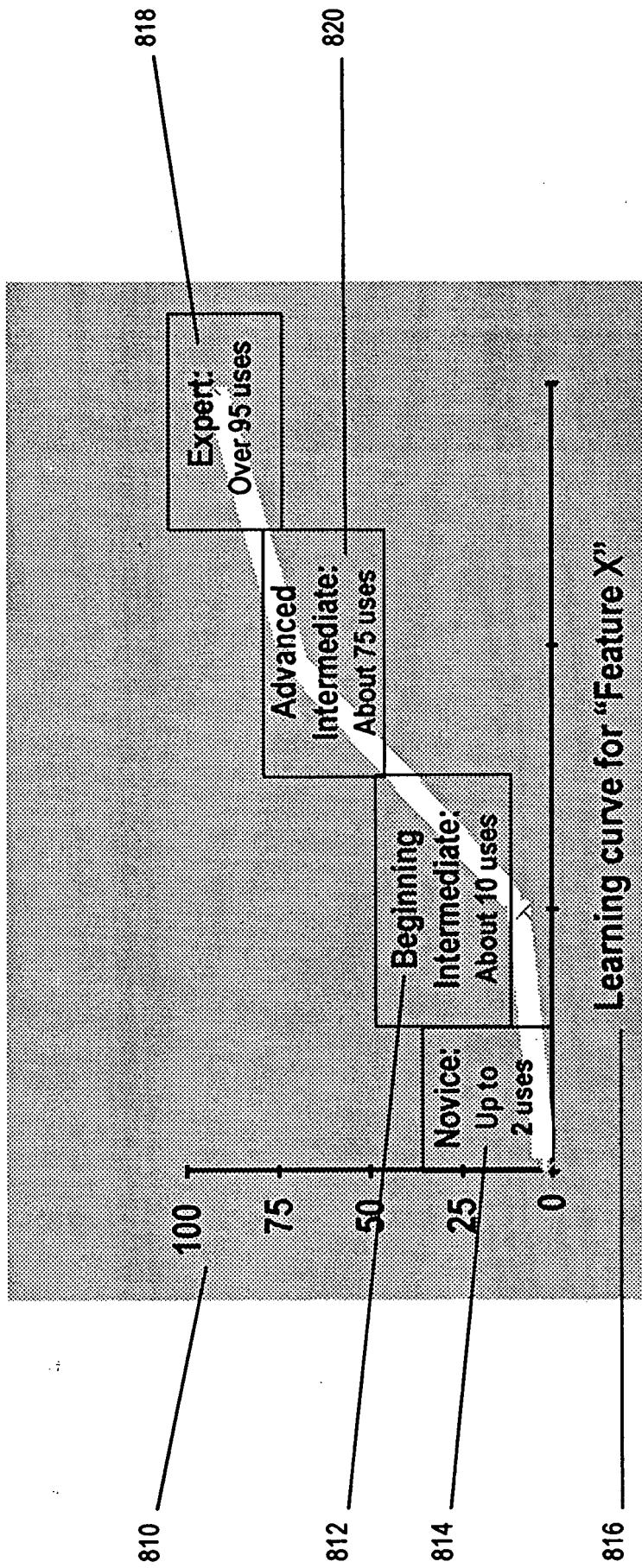


FIGURE 23

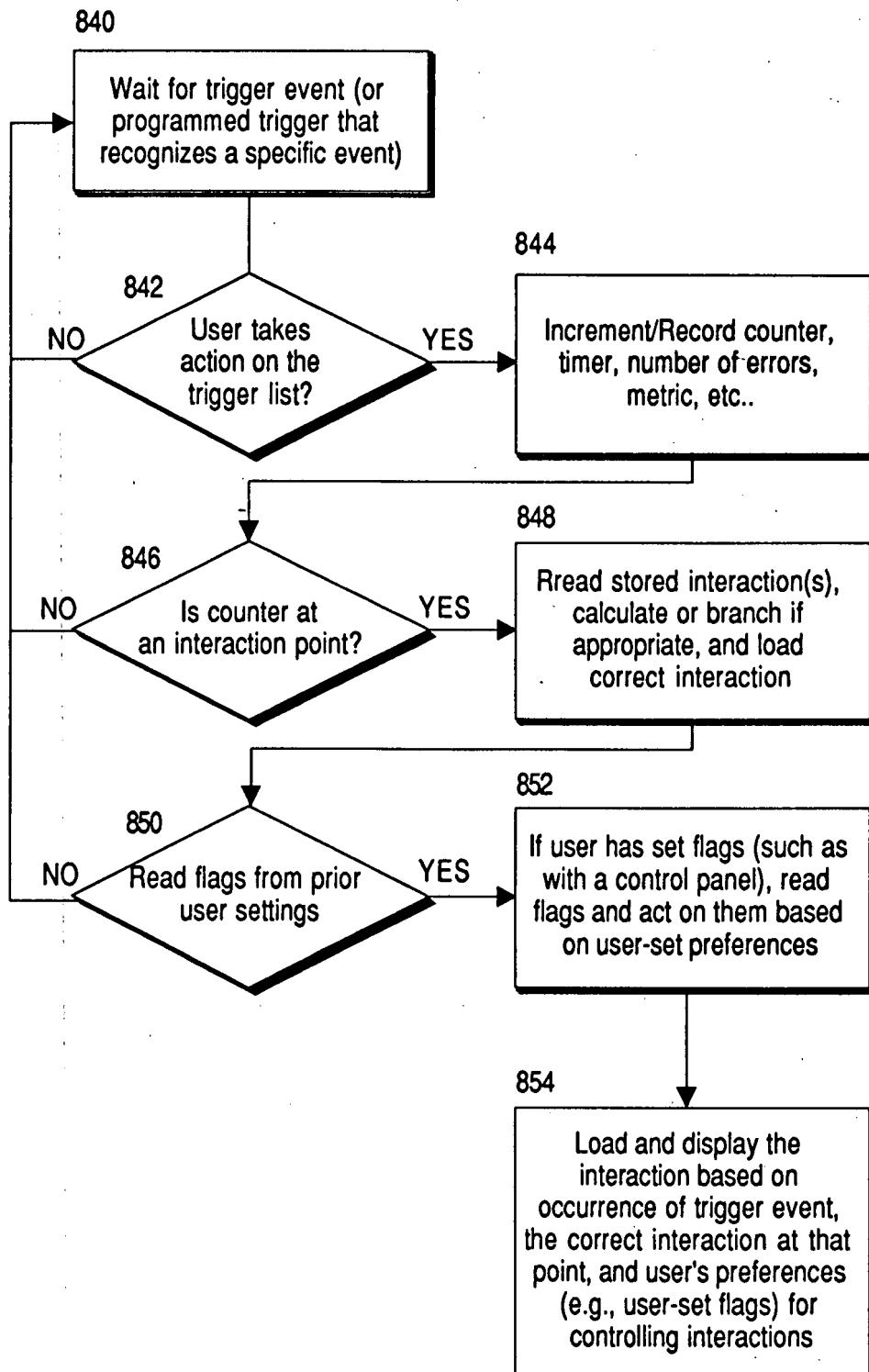


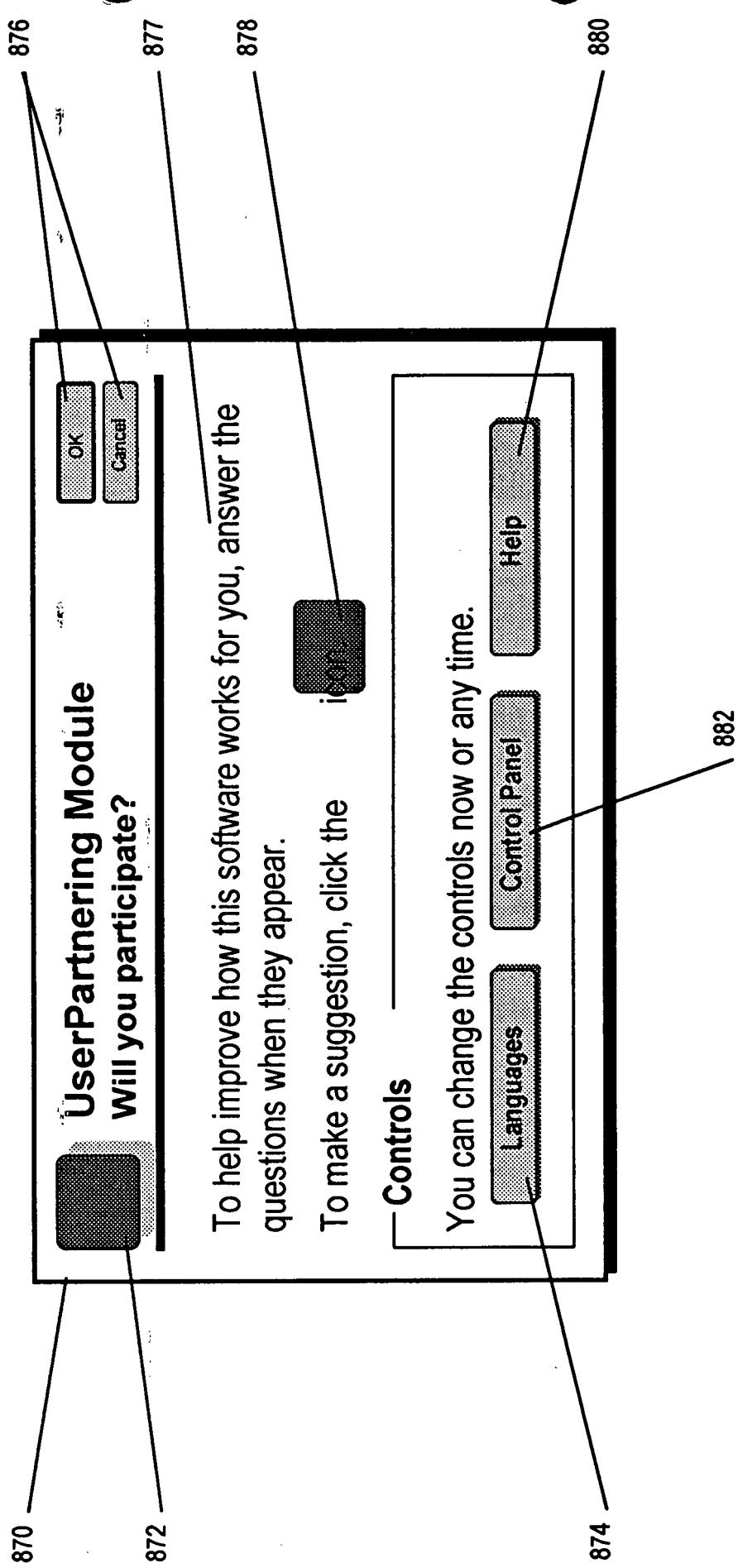
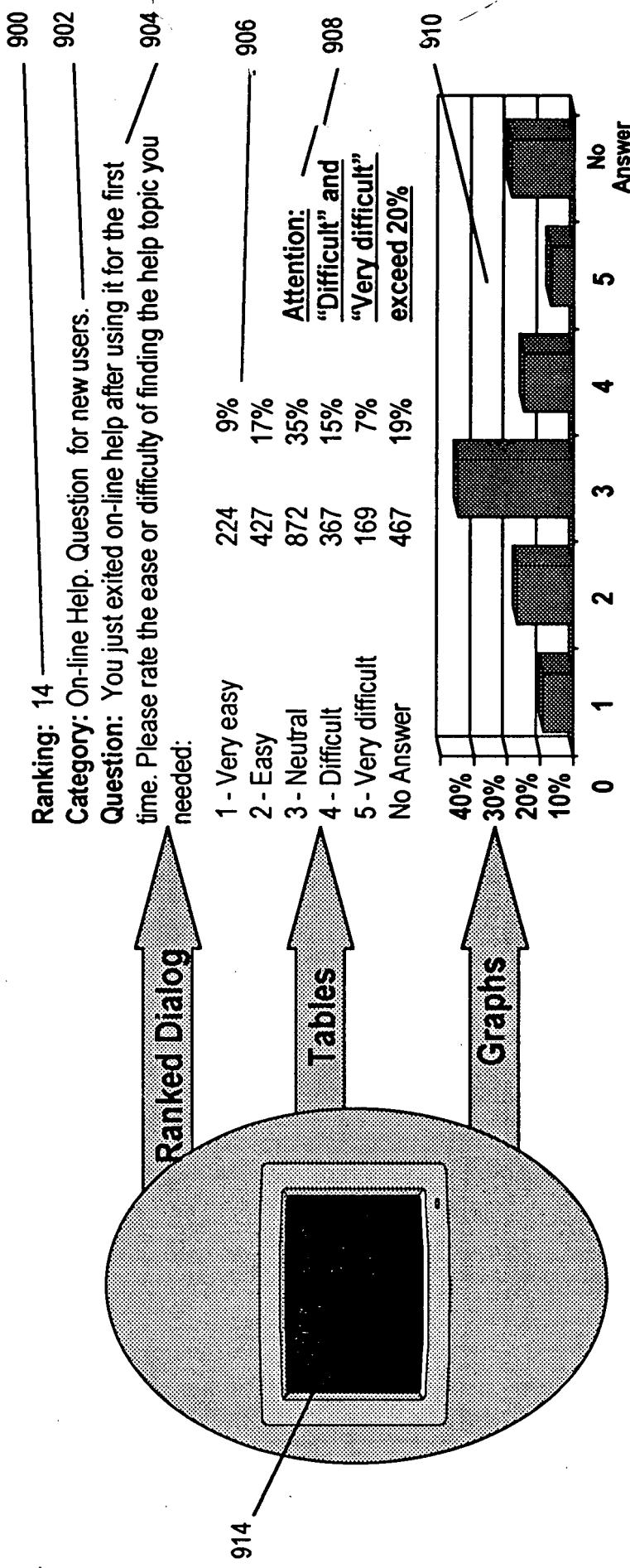
Figure 24

Figure 25



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Figure 26

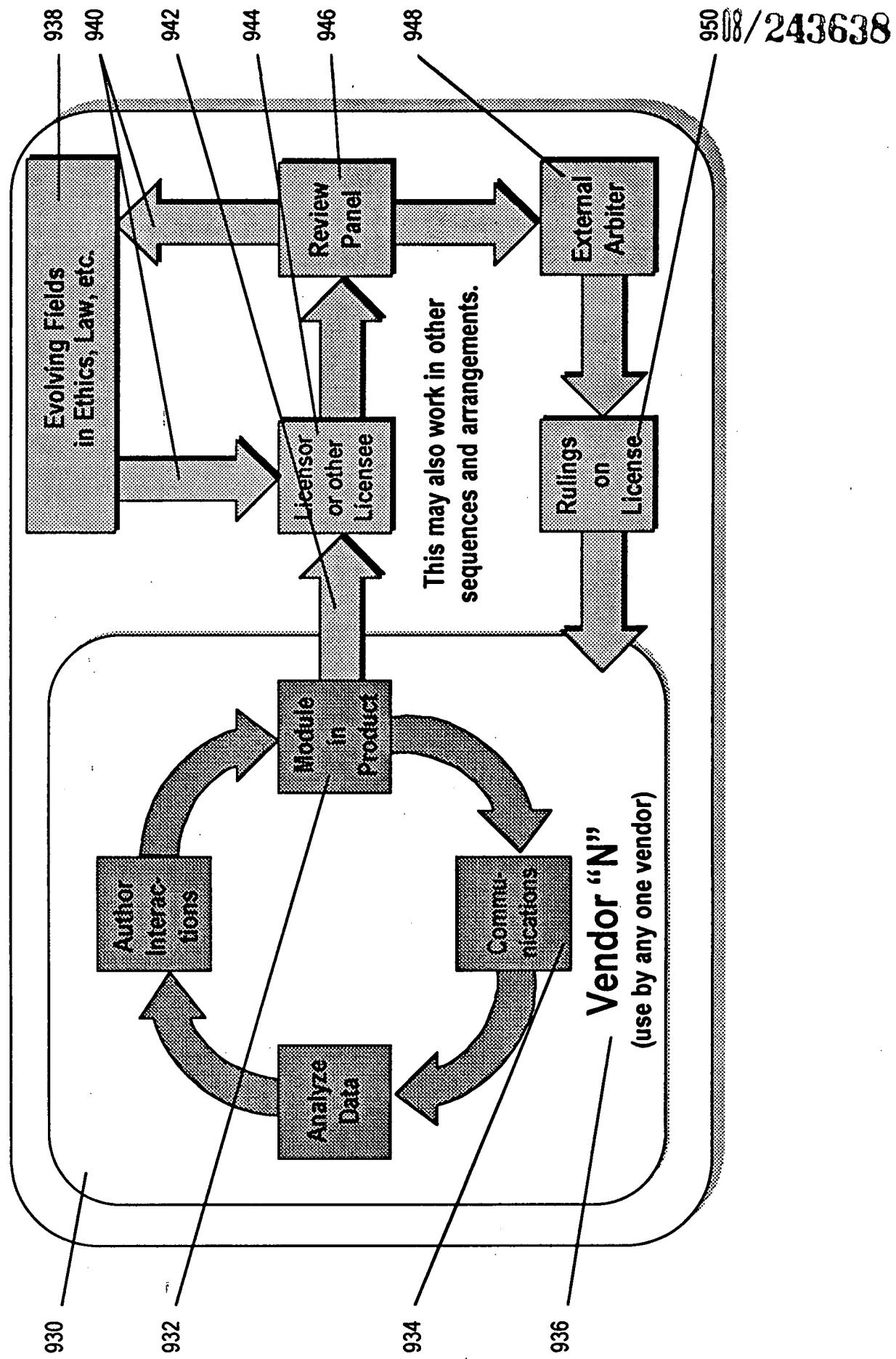


Figure 27

Authoring System

960

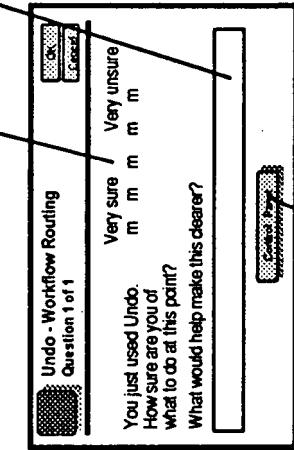


962

964

UP Module

966



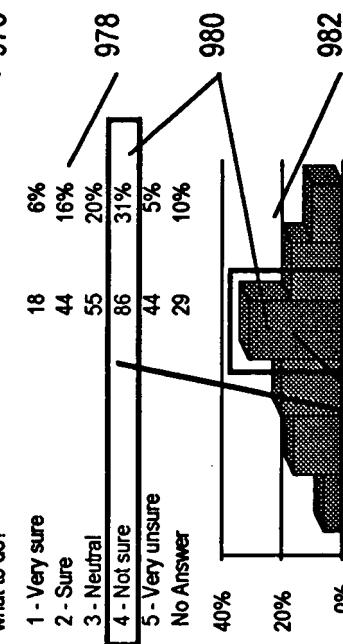
968

970

Analysis System

974

Category: UI accessibility.
Question: You just used Undo. How sure are you of what to do?



976

978

980

982

984

Suggestions for "Not Sure":

- 4 - Where does "Routing" send this?
- 4 - How can I find out who works on this next?
- 4 - Help!
- 4 - Show me a map of who gets this and when

AT THE VENDOR
IN THE MARKET

AT THE VENDOR
IN THE MARKET

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Figure 28

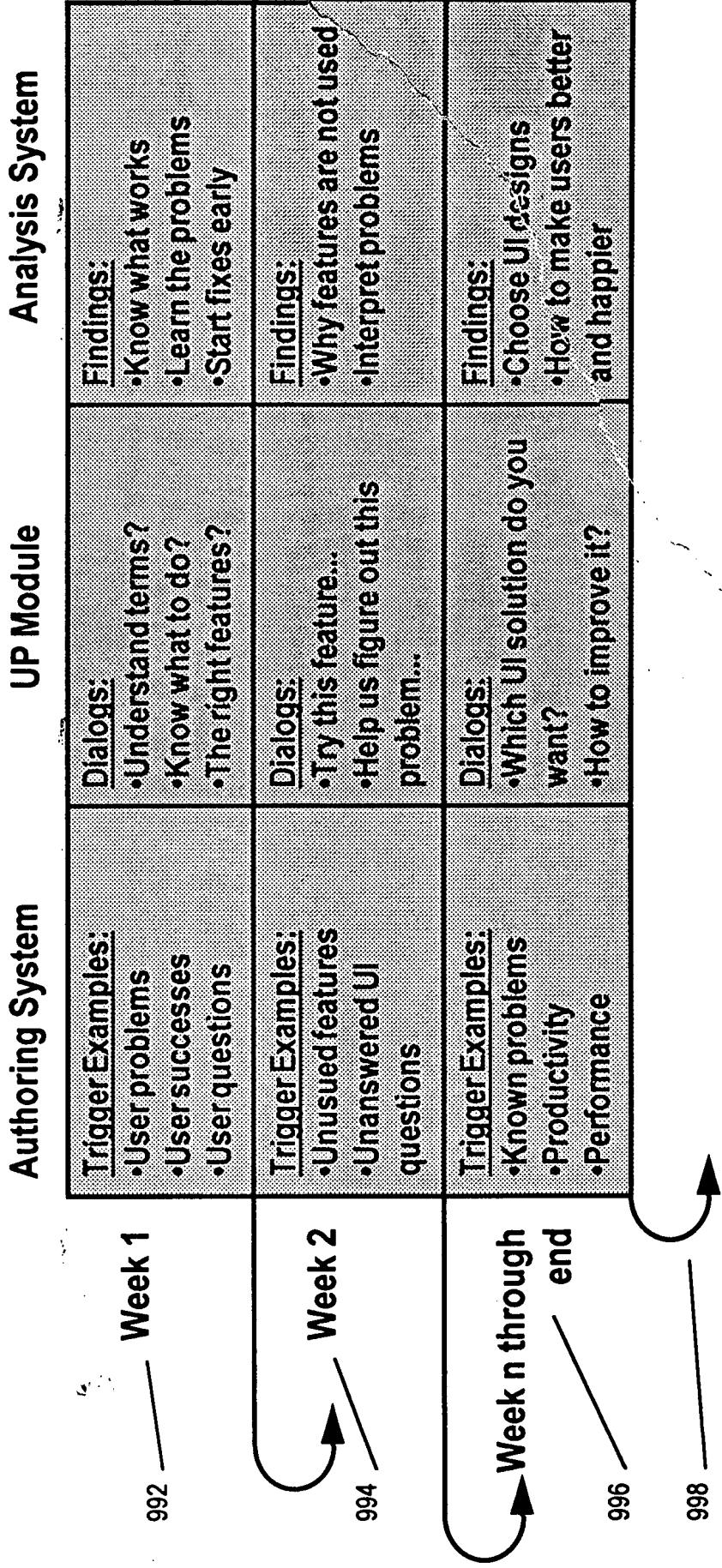
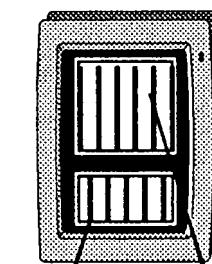


Figure 29

1020 Authoring System

1026

UP Module



1022

1024

AT THE VENDOR
IN THE MARKET

AT THE VENDOR

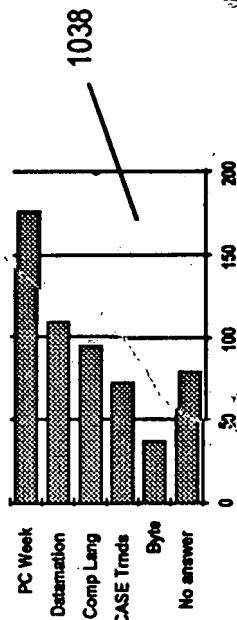
1030

1026 Analysis System

1032

Category: Customers who bought and installed the product within one week.
Question: Which media worked during the first week of sales?

1 - PC Week
2 - Datamation
3 - Computer Language
4 - CASE Trends
5 - Byte
No answer



1034

1036

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Figure 30

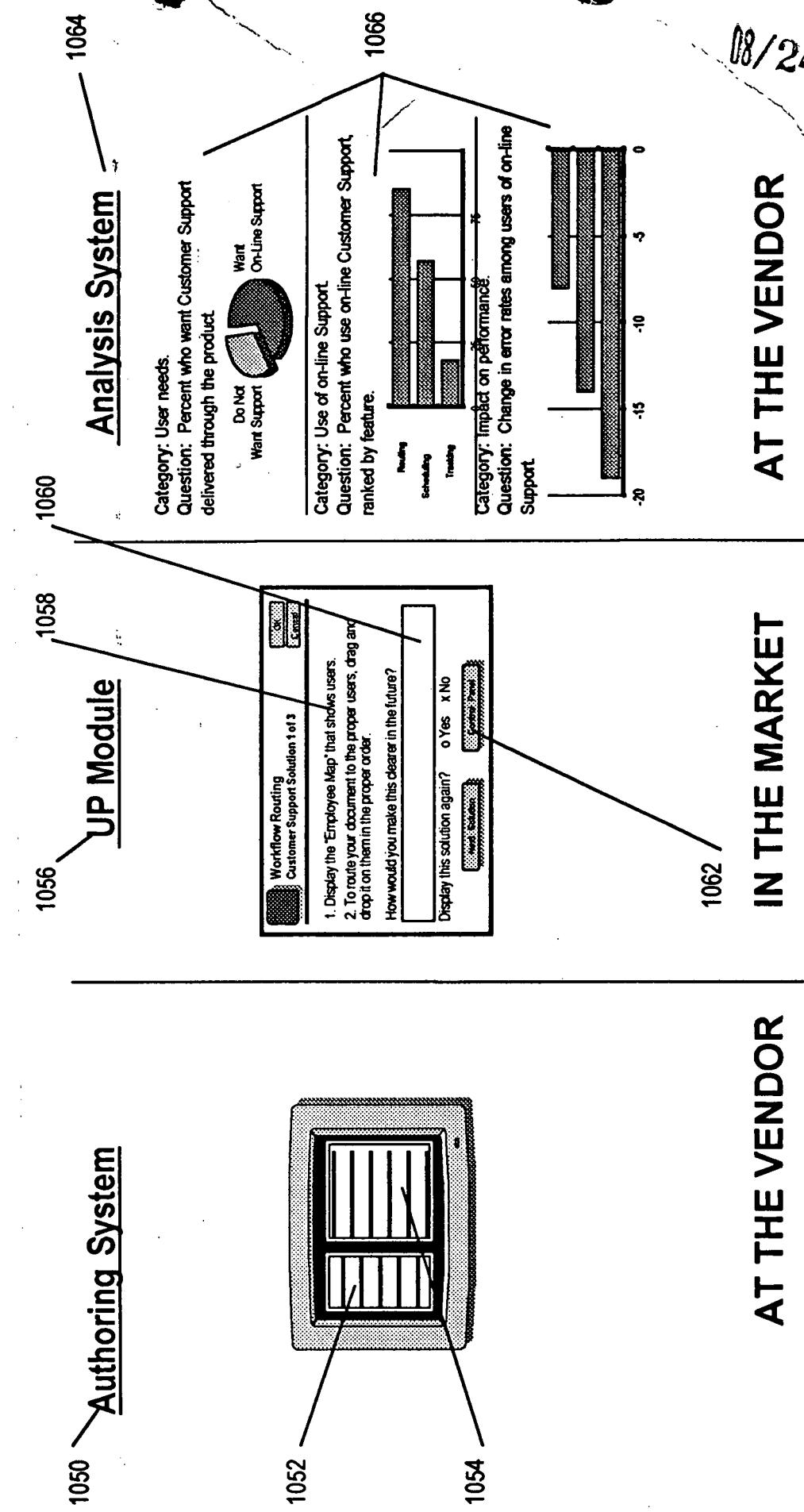


Figure 31

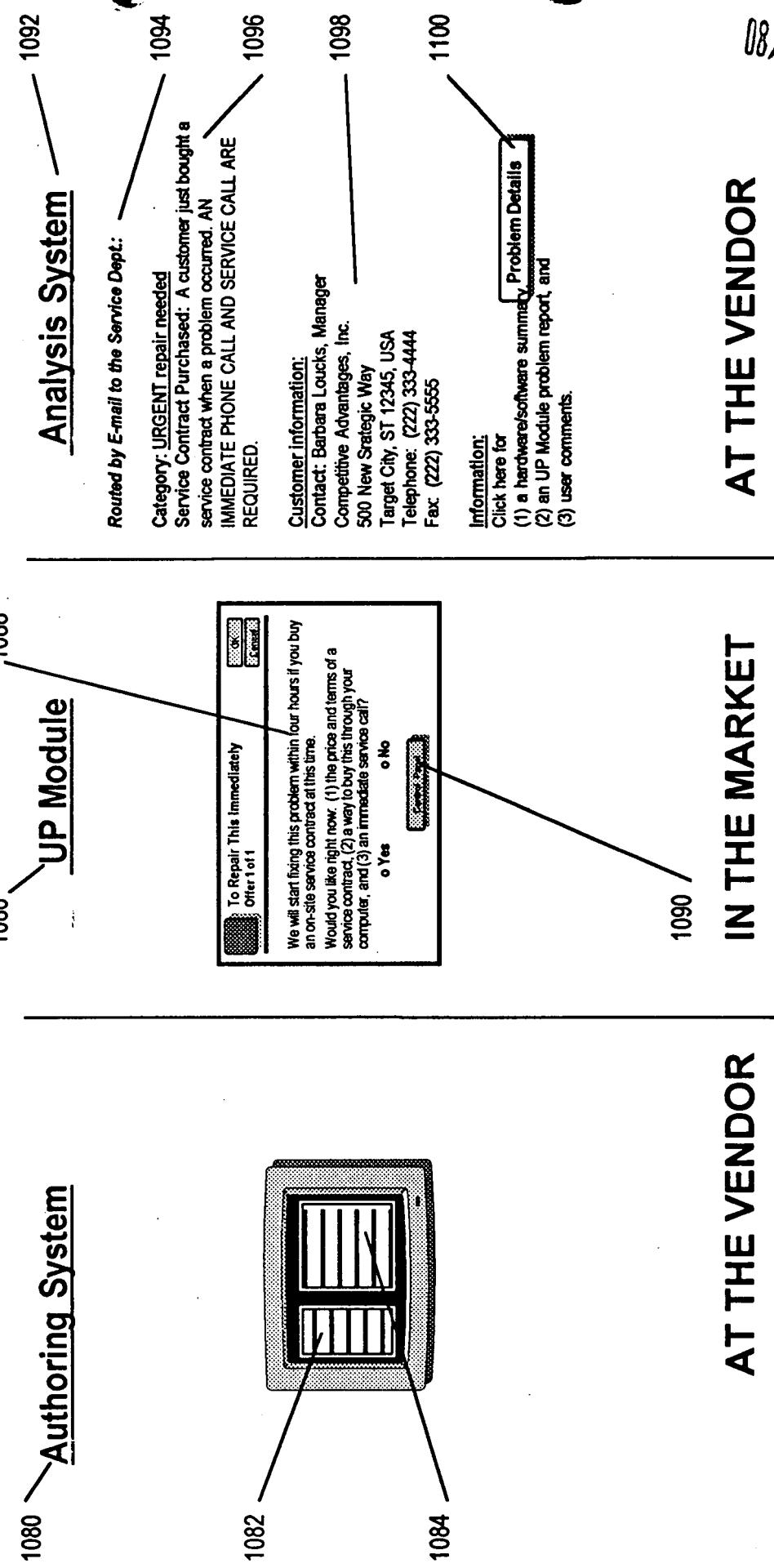
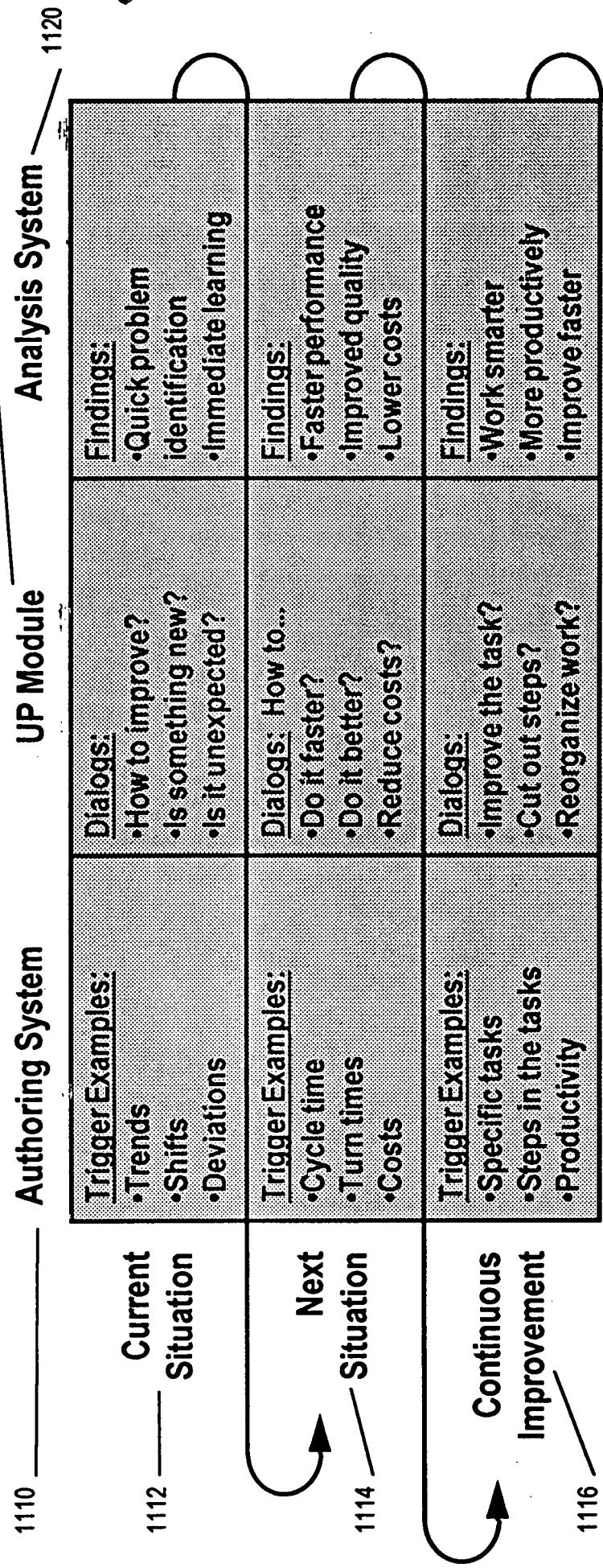


Figure 32



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Figure 33

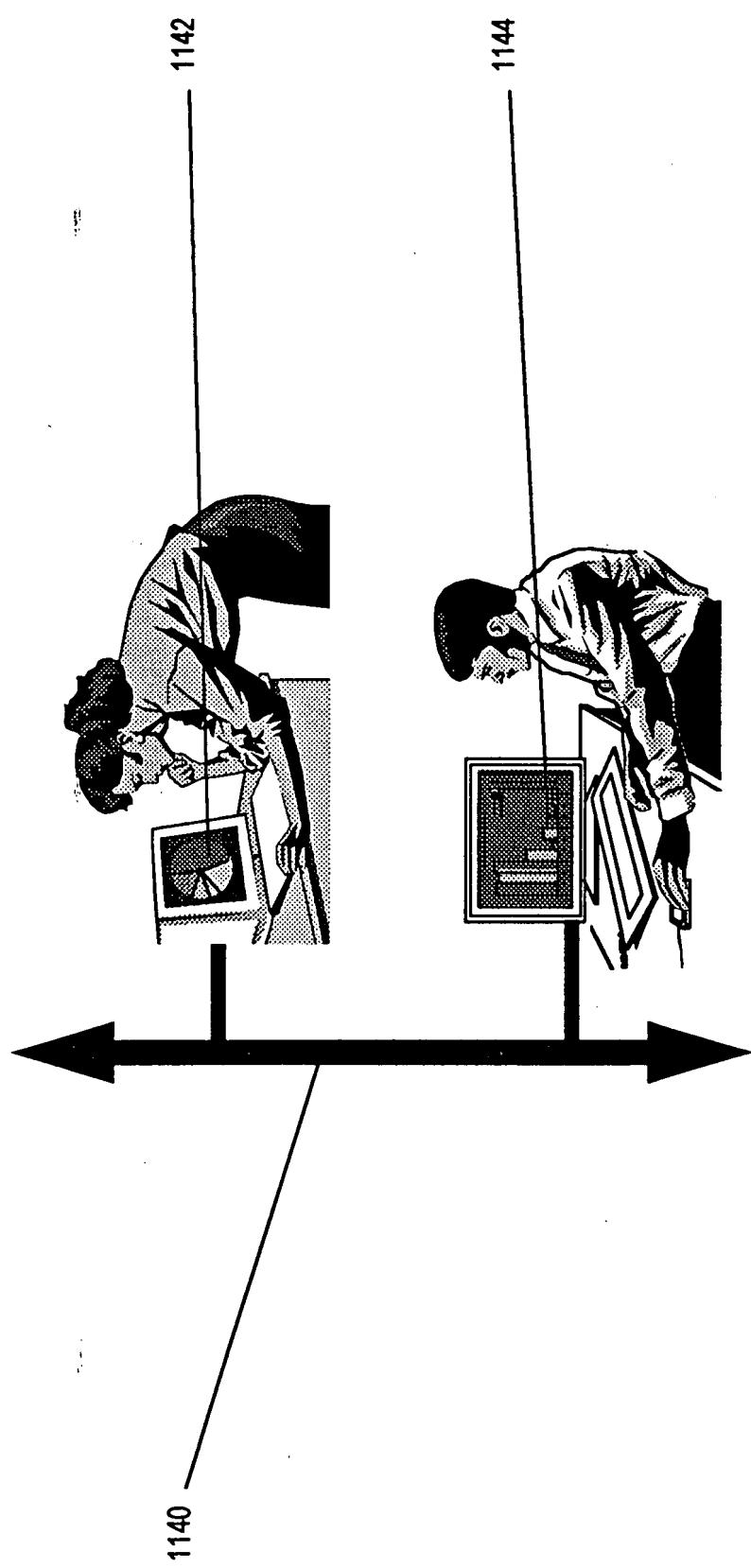


FIGURE 34A

1170

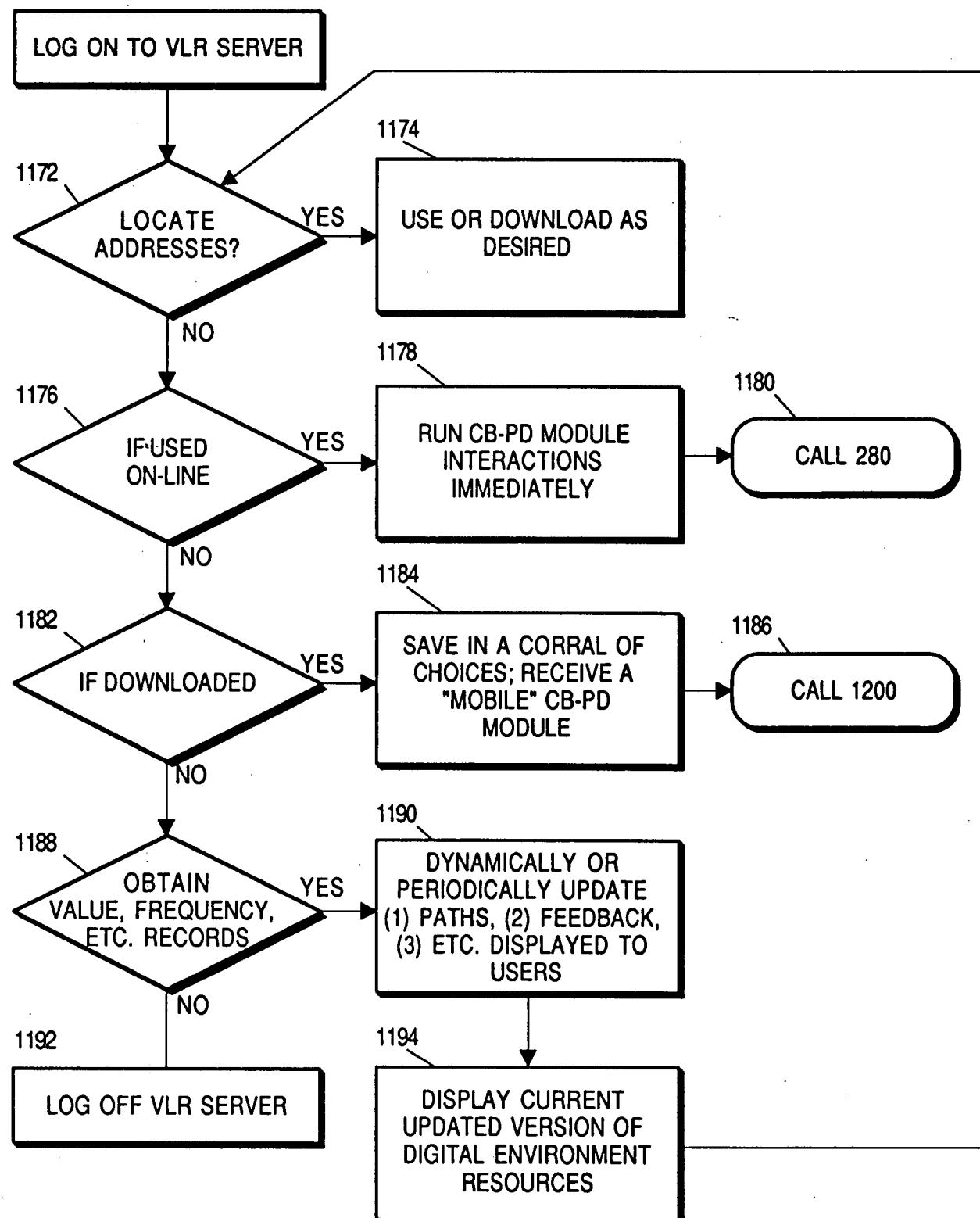


FIGURE 34B

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